

African American
Quit Line Data Summary
October 1 - December 31, 2002

	<u>African Amer.</u>	<u>State</u>
Number of Calls to Quit Line	N = 144	N = 3,753
Percent of Statewide Calls	5.1%	100.0%
Percent of State Population in County¹	3.2%	100.0%
	African Am. %	State %
Gender	N = 141	N = 3,291
Female	57.4%	61.0%
Male	42.6%	39.0%
Race/Ethnicity	N = 144	N = 2,816
African American	100.0%	5.1%
Age	N = 140	N = 2,956
Less than 18 years old	2.1%	2.7%
18 - 24 years old	9.3%	14.4%
25 - 34 years old	23.6%	21.8%
35 - 44 years old	34.3%	25.9%
45 years and older	30.7%	35.1%
Education	N = 138	N = 2,860
Did not graduate high school	15.2%	18.4%
High school graduate	37.0%	33.3%
Some college/vocational school	39.9%	34.9%
College graduate	8.0%	13.5%
Caller Type	N = 143	N = 3,367
General Information	3.5%	11.2%
Health care provider	1.4%	2.9%
Tobacco user	95.1%	85.9%
Payer Type	N = 105	N = 2,129
Insured	36.2%	41.5%
Uninsured	27.6%	24.9%
Medicaid	36.2%	33.5%
Heard About	N = 127	N = 2,888
Past caller	18.9%	18.5%
Employer/worksite	0.8%	0.8%
Health care provider	17.3%	21.8%
Television	19.7%	18.4%
Outdoor advertisement (billboard/bus/wall)	9.4%	7.2%
Targeted mailing	1.6%	0.9%
Great Start	0.0%	0.1%
Radio	14.2%	2.2%
Newspaper/Magazine	0.8%	2.2%
Brochure/Newsletter	2.4%	6.2%
Family or friend	13.4%	17.9%
Health Department	1.6%	2.9%
School	0.0%	0.9%